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Abstract of the Invention

1   A system and method for conducting surveys, and, more particularly,

2   an at least partially automated and efficient system and method for collecting,

3   processing, and displaying customer satisfaction survey information that

4   enables a product or service provider to evaluate the quality of goods and/or

5   services received based on ratings and reports obtained by performing

6   surveys of customers, employees, and/or staff.   The system utilizes an

7   execution platform using a clinical process improvement methodology.   The

8   system provides the execution platform with software scripts implementing the

9   clinical improvement process, using drill-down questioning techniques and

10   verbatim comments tailored to the survey participants comments and/or

11   status information to gain insights into the participants' reasons for their

12   opinions.   The system obtains raw survey data and processes that data into

13   useful survey information, such as graphs and charts, for presenting to survey

14   consumers (i.e., system users) who may be remotely located.   In this way the

15   system and method can be utilized in a quality improvement program for any

16   service or product provider.